

## AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently Amended) A method of a server selecting an ~~interface~~ mobile device template that controls presentation of information to be delivered to a mobile user, based on an identification of a user and at least one of user preferences and usage data so as to deliver information that is contextually relevant to the user, the method comprising:

the server receiving information identifying a current physical location of a mobile device that is being used by a mobile user;

the server receiving identification of the mobile user from the mobile device;

the server retrieving a time indicator;

the server retrieving aggregate user preference data based on the received identification of the mobile user, wherein the aggregate user preference data corresponds to at least one of user preferences or prior usage data; and

the server selecting at least one ~~user-interface~~ mobile device template for controlling the presentation of additional information at the mobile device, including a presentation format according to which the additional information is displayed, the at least one mobile device template being selected from a plurality of user-interfaces ~~mobile device templates, wherein the selected at least one mobile device template is to be communicated to the mobile device of the mobile user based on determining which of the plurality of user-interfaces~~ mobile device templates are relevant according to at least the aggregate user preference data and the identified current physical location of the mobile device, and such that the presentation format of the additional information is based on at least the aggregate user preference data and the current physical location of the mobile device, wherein the at least one user interface communicated to the mobile device is used by the mobile device as a template for controlling what additional information to present at the mobile device and according to a format dictated by the user interface.

2. (Original) The method of claim 1, further comprising rendering the information to be provided to the mobile user, and sending the rendered information to a mobile browser of a mobile communications device associated with the mobile user.

3. (Original) The method of claim 1, further comprising sending the information to a mobile carrier to be pushed to a mobile communications device associated with the mobile user.

4. (Original) The method of claim 2, wherein rendering the information is based at least in part on an identification of the mobile communications device.

5. (Currently Amended) The method of claim 1, further comprising:  
the server retrieving a user profile associated with the mobile user;  
wherein selecting the at least one ~~interface~~mobile device template to be communicated to the user is further based on the user profile.

6-35. (Cancelled).

36. (Currently Amended) The method of claim 1, wherein selecting the at least one ~~interface~~mobile device template to be communicated to the user is further based on the time indicator.

37. (Cancelled).

38. (Previously Presented) The method of claim 1, wherein receiving the identification of the mobile user includes receiving a PUID.

39. (Previously Presented) The method of claim 1, wherein receiving the identification of the mobile user includes receiving a PIN.

40. (Previously Presented) The method of claim 1, wherein receiving the identification of the mobile user is based on a MSISDN of the mobile device.

41. (Currently Amended) The method of claim 1, wherein the method further comprises:  
the server detecting a change in a current physical location of the mobile device; and  
the server, in response to detecting the change, providing a new ~~interface~~mobile device template to the mobile device, wherein the new ~~interface~~mobile device template is used to present new information to the user at the mobile device according to a different presentation format.

42. (Currently Amended) The method of claim 1, wherein the at least one ~~interface~~mobile device template comprises at least two ~~interfaces~~mobile device templates.

43. (Previously Presented) The method of claim 1, wherein the aggregate user preference data includes at least computer usage data corresponding to a user's tracked usage on a device other than the mobile device.

44. (Currently Amended) The method of claim 42, wherein the at least two ~~interfaces~~mobile device templates are blended to present the additional information at the mobile device.

45. (Currently Amended) The method as recited in claim 1, wherein the ~~user interface~~mobile device template to be communicated controls additional information other than advertising.

46. (New) In a mobile communication system in which a server communicates with a mobile device, a computer program product comprising computer readable storage media having computer-executable instructions stored thereon for implementing the method of claim 1.